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INDUSTRY CIRCULAR

DEPARTMENT OF
THE TREASURY

Bureau of Alcohol, Tobacco and Firearms
Washington, D.C. 20226

Number: 75-7

Date: April 1, 1975

ASSIGNMENT BY APPLICANT OF A SERIAL NUMBER IN ITEM 4
OF CURRENT ATF FORM 1649, APPLICATION FOR AND
CERTIFICATION OF LABEL APPROVAL, REVISED 2-73

Proprietors of distilled spirits plants, bonded wine
cellars, taxpaid wine bottling houses, brewers,
importers of distilled spirits, wines and malt
beverages, wholesalers engaged in the relabeling
of distilled spirits and wines and others concerned:

We wish to direct your attention to the instructions printed on the
reverse of ATF Form 1649, Application For and Certification of Label
Approval (Rev. 2-73). Instruction H requires the applicant for label
approval to assign a serial number of his own choice to each application
and to indicate the serial number in Item 4 of ATF Form 1649. The
instruction further states that any system of serialization may be
utilized provided the serial numbers are not duplicated.

During the two year period since the revision of this form, the
Bureau has been tolerant of label applications filed on prior issues of
Form 1649 or filed on the latest revision but bearing either no serial
number or a previously assigned serial number. With the probable advent
of ingredient labeling regulations for alcoholic beverages, it will
become increasingly important for the label applicant to assign serial
numbers and in an orderly sequence. Consequently, all label applicants
are advised that as of July 1, 1975, any submission of Form 1649 which
does not bear a serial number in Item 4 or any submission of a label or
set of labels on an obsolete Form 1649 will be returned without approval.

Rex D. Davis
Director